



Spring 2007

# ENCORE!

A NEWSLETTER FOR THE SPONSORS AND FRIENDS  
OF THE UNITED STATES ARMY FIELD BAND



*The Jazz Ambassadors' debut in Montrose, New York*

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## Longtime Listener, First-time Sponsor

### *Bringing the Field Band to Your Community*

The Musical Ambassadors of the Army continually benefit from the support of longtime audiences, even as new sponsors and sponsor partnerships help to introduce their music to a new generation of listeners.

Locally and nationally, newspapers, radio, and television provide the bedrock support for Field Band appearances. Along with these traditional sponsors, the Field Band recruits a variety of organizations to present performances by the Concert Band, Soldiers' Chorus, Jazz Ambassadors, and Volunteers. These partners in sponsorship include schools, music educators, performing arts associations, and civic and business associations, as well as individual businesses.

In Rome, New York, local businessman Steve Sislo encouraged civic involvement and pride by co-sponsoring a Field Band concert

with the Rome Daily Sentinel. In Rochester, New York, a high school music department, an FM radio station, and a neighborhood grocery store sponsored a concert for over two thousand children from five area schools. A student in attendance exclaimed, "I hope that with a lot more dedication and practice, I will be able to play my flute as well as the flutists in your band."

While inspiring young students, school concerts often provide a poignant reminder of our Soldiers stationed abroad. Additionally, The Musical Ambassadors reach out to service members through broadcast performances on the Armed Forces Network.

Following the concert in Rome, one couple responded, "Keep doing what you do so well. It makes a difference. We can all stand a little taller after sharing the evening with you."

# Looking Ahead

## Focus on Music Education

"Your performance was excellent. You got the audience involved; I really liked that!" enthused a student at Winooski Middle School in Burlington, Vermont, following a recent educational performance.

With its ongoing commitment to music education, The U.S. Army Field Band has incorporated a fresh approach to student outreach performances. An important component of this approach involves materials specifically created for music educators to use in their classes prior to the concert itself. These worksheets and teacher's guides, available on the Field Band's website, teach musical concepts in age-appropriate ways. They expand upon the additional lesson plans developed by band members to complement the band's series of free educational CDs and DVDs. Links on the band's website describe these materials in detail.

"We bring in 75,000 students a year for free con-

certs of all kinds," stated Sue Buratto at the Bass Concert Hall in Fort Worth, Texas, a partner in the Field Band's outreach. "The concerts should not be 'just a field trip.' Students must be prepared and taught how to listen, to appreciate what they will hear and see, and be given perspective as to the concert, ballet, opera, or play's importance and where it fits into our lives." These multi-school experiences teach children of all ages about different aspects of music in a concert setting.

Gary Samulski, a sponsor at Greece-Athena High School near Rochester, New York, stated, "You made your impact in so many ways; the kids loved everything from your flexibility to the top-level performances." Robert Waller, principal of South Seneca High School in Ovid, New York, agreed. "Watching my students enthralled with the presentation given by the band will stay with me for many years to come."



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## ENCORE!

*The U.S. Army Field Band • 4214 Field Band Drive  
Fort Meade, MD 20755-5330  
(301) 677-6586*

**Commander**  
*Colonel Finley R. Hamilton*

**Editorial Staff**  
*SFC Sarah Anderson, SFC Jennifer Bishop, SFC Natalie Klima, SFC Erica Russo, SSG Jennifer Everhart, SSG Phillip Johnson, SSG Carl Lindquist, SSG Ward Yager*

**Production Coordinator**  
*MSG Janet Hjelmgren*

**Writers**  
*SGM Joel Dulyea, MSG William Gabbard  
SFC Judith Norton, SFC Alberto Torres, SSG Brian Sacawa*

**Photography**  
*SFC Jeffrey Adams, SFC John Altman, SFC Sarah Anderson, SFC Laura Dause, SSG Rose Ryon*

**Design & Production**  
*SFC Scott Vincent*

# Broadening Our Audiences

## *New Sponsors Expand Outreach*

The success of the Field Band's touring mission depends on a strong roster of sponsors who continue to deliver outstanding support as the band travels across the nation. Some sponsors have recruited enthusiastic volunteers from their community to expand their audiences.

Master Sergeant Frank Alvarado, an Army National Guardsman in New Haven, Connecticut, worked as liaison with the Hispanic community for a Veterans' Day concert with Stephanie Hubbard of Yale University Bands last November. He expressed the importance of expanding local connections: "The word needs to get out that the band does more than John Philip Sousa marches."

MSG Alvarado enlisted the help of local civic groups and also advertised in ethnic publications to reach the diverse population of New Haven. His approach is based on a desire "to get people involved in any aspect in the community." His efforts resulted in a full house of enthusiastic audience members from various communities, all commemorating the service of veterans past and present. Concerts like this illustrate the vision of reaching

broader and more diverse audiences.

The Field Band's Diversity Team connects with new audience members by publishing advertisements and interviews in ethnic newspapers, creating flyers in multiple languages, and broadening the range of repertoire to appeal to the musical tastes of all who attend. Team member MSG Robert Jefferson commented, "This is just the beginning of our efforts!" Cooperation between sponsors, audiences, and Soldiers ensures a future of musical enjoyment to all concertgoers served by the Field Band.



## Gerald R. Ford 1913–2006

### *Remembering a Great Man*

On January 2, 2007, the Soldiers' Chorus participated in honoring the late Gerald R. Ford, our thirty-eighth president, in the memorial service at Washington National Cathedral. The U.S. Army Band's Deputy Commander, Lieutenant Colonel John Clanton, directed The Armed Forces Chorus, consisting of the Soldiers' Chorus and singers from the military's other premier bands. The Armed Forces Chorus was joined by the Marine Chamber Orchestra, directed by Lieutenant Colonel Michael Colburn.

The United States Army Field Band is proud to have supported the Ford family during this final farewell and tribute to our former leader.

## FREE CONCERT! • ¡CONCIERTO GRATIS!



# *The Musical Ambassadors*

## *Sponsor a Concert in Your Area*

As we plan our tours for 2007 and 2008 (see the proposed list of states below), we encourage you to consider sponsoring a concert in your area. We ask that a sponsor provide us with a location to play and effectively publicize our performance. We strive to make these tasks as easy as possible by providing a wide range of support for our sponsors. Our tours are booked as many as eighteen months in advance, so please contact us as soon as possible. We attempt to fulfill all requests as we schedule our travels throughout the country.

### *Spring Tour 2007*

Arkansas, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, Texas, and portions of Alabama, North Carolina, Virginia, and West Virginia

### *Fall Tour 2007*

Iowa, Michigan, Minnesota, Montana, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin, Wyoming, and portions of Illinois, Indiana, Pennsylvania, and West Virginia

### *Spring Tour 2008*

Florida, Georgia, South Carolina, and portions of Alabama, North Carolina, and Virginia



The United States  
Army Field Band

The Musical Ambassadors of the Army  
*Washington, DC*

For more information

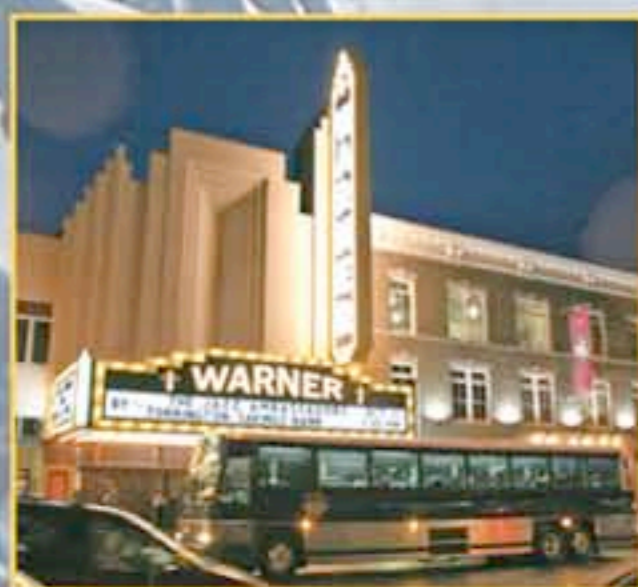
about how to sponsor a concert:

Phone: (301) 677-6586 • Fax: (301) 677-6533

E-mail: [john.m.mcgee@us.army.mil](mailto:john.m.mcgee@us.army.mil)

or visit our website:

[www.armyfieldband.com](http://www.armyfieldband.com)



*of the Army*



ARMY STRONG.<sup>SM</sup>



## Band & Chorus:

### *Unique Collaborations*

The United States Army Field Band constantly seeks innovative ways to accomplish its public relations mission, expanding upon its nationwide tours by working closely with America's music educators and using technology to reach a variety of audiences.

In January, the Concert Band and Soldiers' Chorus performed for the Indiana Music Educators Association; in April, the chorus will perform for both the New Jersey and Pennsylvania Music Educators Associations. The ability to reach these audiences and showcase the skills of the Field Band's largest components fosters a relationship that results in guest conductor visits, new concert sponsors, and additional tour

performances. These components have also collaborated with local organizations to create unique musical events. "It [was] a thrill to be a part of the concert and...a real learning experience to work with Lt. Toven as he rehearsed us," shared Karen Smith, a member of Maryland's Chester River Chorale.

The United States Army Field Band reaches audiences worldwide through a variety of means. A new tradition involves sharing holiday and other concerts with troops stationed in more than 120 countries. The

Concert Band and Soldiers' Chorus, in partnership with Army Television, recorded its 2006 *Home for the Holidays* program at the Joseph Meyerhoff Symphony Hall in Baltimore for broadcast on the Armed Forces Network.

Live audiences responded enthusiastically to the concert's "old-time radio" format and to the broadcast aspect. "The messages from the Soldiers reminded us of their constant sacrifices and we also loved hearing the patriotic songs," wrote Cheri and Jeff Beale.



## Volunteers:

### *Supporting Students*

The Volunteers continues to serve as an effective tool in reaching diverse audiences, performing, in the words of one excited audience member from Pennsylvania, "all sorts of foot-stomping, heart-racing music." The Volunteers met with rousing success in Fall 2006 as they performed across the northeastern United States for capacity crowds. Wrote one fan in attendance, "I enjoyed the music and singer Randy Wight so much. I could have sat there for another hour and a half!"

A growing number of Volunteers fans are family members of troops currently deployed. After a school concert, one middle school student reminisced about her uncle Rick, serving in Iraq "protecting young Soldiers." Alan Anderson, a former Army bandsman, was also quite impressed. "The professionalism and obvious love that these performers display for their music and their country is remarkable."

"The energy this group exuded was infectious and the students and faculty were thoroughly entertained," described Tony Mastrobattisto, a high school band director in Syracuse, New York. He

was especially touched by how each band member "took the time to talk to any student, faculty or staff member who approached them. You can tell they love what they do."

Using the energy and enthusiasm of popular music, members of the Volunteers reach out to Americans of all ages throughout the nation.



## Jazz Ambassadors: *Audience Response*

### AMBASSADORS WOW AUDIENCE...



*The Jazz Ambassadors, live in Saint Louis*

During the golden age of swing, bandleaders like Benny Goodman, Glenn Miller, and Tommy Dorsey were household names. Today, several of their bands live on, but without the same audience appeal they once held. The Jazz Ambassadors of The United States Army Field Band, perhaps the Army's best-kept secret, proves that live big band music still has the ability to connect with Americans of all ages.

Based on a recent concert, it's really no secret why the band's performance is so electrifying. The level of talent and ability within the ensemble—from the sounds of the individual sections and the consistent quality and imagination of improvised solos to the arranging abilities of its members—was simply astounding.

Comments such as "it's obvious that the band members enjoy performing" and "their joy of playing . . . was very evident," could be heard throughout the audience. The band created a program that was interesting and engaging from start to finish: classic jazz standards, exciting contemporary compositions, and sultry, sophisticated vocal arrangements. With all of these components in perfect alignment, you can be certain that a Jazz Ambassadors concert will spread goodwill within your community. As a sponsor put it, "The raves and thanks from local citizens, and the phone calls from appreciative fans of music, not just jazz, make my job rewarding!"

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DEPARTMENT OF THE ARMY  
THE US ARMY FIELD BAND  
4214 FIELD BAND DRIVE  
FORT MEADE MD 20755-5330  
OFFICIAL BUSINESS

*“If you are indeed the Army’s Ambassadors to us, we hope you can somehow be our ambassadors to the Army as well and extend to those in the fight our thanks. ”*

—Tina M. Berkey  
Watertown, NY



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